

ASTROTOURISM: THE ROLE OF REGIONAL DEVELOPMENT NETWORKS AND THEIR CONTRIBUTION TO THE CREATION OF A STARLIGHT TOURISM DESTINATION IN THE TUA VALLEY NATURAL PARK

ALBERTO TAPADA, CARLA S. MARQUES, CARLOS P. MARQUES, CARLOS COSTA

CORRESPONDING AUTHOR(S): SMARQUES@UTAD.PT; CMARQUES@UTAD.PT; CCOSTA@UA.PT

This study aims to draw a guiding thread and develop a participative proposal for a collaborative network that corresponds, simultaneously, to the needs of the region and the expectations of its actors, contributing to the local development and to the success of the Astrotourism Project and Starlight Certification of the Tua Valley Regional Natural Park. In this way, extrapolating the concept of network to the tourism area, a series of interviews were carried out with a set of regional stakeholders, in order to understand what their view of the networks is, whether they belong to an identical collaborative model and which are their contributions and expectations for the creation of a network with a view to the socioeconomic and cultural development of an inland region, such as the Tua Valley. The results show that the majority of the actors is aware with the concept of a network even because they already integrate similar models, supporting the creation of a cooperative structure of this kind, where a culture of sharing and mutual trust prevails, which is capable of responding to needs and specificities of its members and region.

Keywords: Astrotourism; regional development; networks; stakeholders, Starlight tourism destination

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ENTREPRENEUR'S INNOVATIVE BEHAVIOUR OF RURAL TOURISM FIRM'S BOOSTER BY ENTREPRENEURIAL SKILLS AND IMPACTED IN PERFORMANCE AND OUTPUTS OF INNOVATION

CARLA MARQUES, GINA SANTOS, VANESSA MARQUES

CORRESPONDING AUTHOR(S): SMARQUES@UTAD.PT; SMARQUES@UTAD.PT; ANVAMARQUES@UTAD.PT

Tourism activity has been growing exponentially in the last years, globally and especially in Portugal, becoming fundamental for the development of the territories, with special focus on territories with low population density but with great cultural, landscape and environmental potential. For these and other reasons, these regions become more attractive today than others. It is up to entrepreneurs to attract more tourists or different tourists to boost their goods and services. This increment goes through processes of technological and/or non-technological innovation, focused on the characteristics of the tourist initiatives and the type of client that is requested to capture. This study aims to increase understanding about entrepreneurs' innovative behaviour and evaluate the impact of this behaviour on innovation outputs of rural tourism firms. The investigation inquires the entrepreneur/ founder of Rural Tourism firms, limiting this research to the Douro region. To collect data, a questionnaire was made available online, with closed questions, sent by e-mail to all members of the target sector of the Tourism Entrepreneurs Association of Douro and Trás-os-Montes (AETUR). The research hypotheses were tested through structural equation modelling using PLS (PLS-SEM). This study provides empirical evidence that confirmed entrepreneur's innovative behaviour of rural tourism firm's is booster by entrepreneurial skills and impacted in performance and outputs of innovation.

Keywords: Entrepreneur's innovative behavior; entrepreneurial skills; innovation, performance, rural tourism

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